

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) In an apparatus reproducing video and audio signals by receiving a broadcast signal, a TV, comprising:
 - a storing unit for storing proper information of ~~a product, the TV~~ and contact information of an Internet site ; and
 - a controlling unit to access information from the Internet site using the stored proper information ~~of the TV~~ in response to an action of a user, the controlling unit further displaying function information and feature information of the ~~product TV~~ on a screen by using the stored contact information and the stored proper information.
2. (Previously Presented) The TV according to claim 1, wherein the Internet site is a product-related site.
3. (Currently Amended) The TV according to claim 1, wherein the function information and feature information of the ~~product TV~~ is provided from a product-related site server.

4. (Currently Amended) The TV according to claim 1, wherein the controlling unit transmits the proper information of the product TV to a product-related site server.

5. (Currently Amended) The TV according to claim 1, wherein the proper information of the product TV is provided to a product-related site server through a network interface.

6. (Currently Amended) The TV according to claim 1, wherein the proper information is a model name or a model number of the product TV.

7. (Previously Presented) The TV according to claim 1, wherein the contact information is a URL (Uniform Resource Locator) of the Internet site.

8. (Currently Amended) The TV according to claim 1, wherein the function information is information corresponding to video or audio-related functions of the TV.

9. (Currently Amended) The TV according to claim 1, wherein the feature information is information corresponding to a special function of the TV.

10. (Currently Amended) A control method of a TV, comprising:
 - when a selection is made by a user, transmitting stored proper information of a ~~product~~the TV from the TV to a product-related site by using stored contact information of the product-related site stored in advance of the selection by the user;
 - receiving menu information corresponding to the ~~product~~TV;
 - receiving information selected by the user in the menu information; and
 - displaying the selected information on a screen of the TV.
11. (Currently Amended) The control method of the TV according to claim 10, wherein the proper information is a model name or a model number of the ~~product~~TV.
12. (Previously Presented) The control method of the TV according to claim 10, wherein the proper information is transmitted by using the contact information of the product-related site.
13. (Original) The control method of the TV according to claim 12, wherein the contact information is a URL (Uniform Resource Locator).
14. (Canceled)

15. (Currently Amended) The control method of the TV according to claim 10, wherein the menu information is information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.

16. (Previously Presented) The control method of the TV according to claim 10, wherein transmitting the stored proper information occurs when a function selection key signal is inputted by the user.

17. (Original) The control method of the TV according to claim 16, wherein the control method further comprises receiving and processing a broadcast signal when the function selection key signal is not inputted.

18. (Currently Amended) The control method of the TV according to claim 10, wherein the control method further comprises displaying general homepage information on the screen after receiving it when the proper information of the TV is not transmitted to the product-related site.

19. (Previously Presented) The TV according to claim 1, wherein the action of the user comprises pressing of a selection key.

20. (Currently Amended) A method comprising:
 - receiving a signal indicating a desire to obtain product-related information;
 - transmitting previously-stored identifying information of a ~~product~~television system to a server in direct response to the received signal;
 - receiving information at ~~a~~the television system and from the server based on the transmitted previously-stored identifying information; and
 - displaying the received information ~~of~~on a screen of the television system.
21. (Currently Amended) The method of claim 20, wherein the previously-stored identifying information comprises a model name of the television system stored prior to receiving the signal.
22. (Currently Amended) The method of claim 20, wherein the previously-stored identifying information comprises a model number of the television system stored prior to receiving the signal.
23. (Currently Amended) The method of claim 20, wherein transmitting previously-stored identifying information comprises transmitting the previously-stored identifying information of the television system based on previously-stored contact information of a website.

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24. (Previously Presented) The method of claim 23, wherein the contact information comprises a URL (Uniform Resource Locator).

25. (Currently Amended) The method of claim 20, further comprising receiving menu information from the website in response to the transmitted previously-stored identifying information of the television system.

26. (Currently Amended) The method of claim 25, wherein the menu information comprises information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.